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TITLE: VIDEO DISPLAY DEVICE

PUBN-DATE: May 29, 1998

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TITLE: METHOD FOR INVESTIGATING PROGRAM VIEWER
INFORMATION,

METHOD FOR USING VIEWER INFORMATION AND PROGRAM
VIEWING

PUBN-DATE: November 16, 2001

INVENTOR-INFORMATION:

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NEC CORP	N/A

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ABSTRACT:

PROBLEM TO BE SOLVED: To provide a new method for using an actual condition of broadcast program viewing including video viewing as a total use state, and a new method for making a contract of a broadcast advertisement using their

data.

SOLUTION: A method to sum up viewer information on a program viewed at [REDACTED] time, a method of a computer system and method to present the information as [REDACTED] comprehensive electronic information with a program viewed at [REDACTED] time, a method provided with a means to be included viewing the presented information for viewing also in the viewing device, a method to guarantee an advertising opportunity contracted at the [REDACTED] time, a method to sum the viewing device, and a method for a advertising contract to determine an advertising rate in compliance with the total audience rating, the number of [REDACTED] and listening or the [REDACTED] including [REDACTED] viewing, are used.

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